



The Americas Update

October/November 2003

Export News

Argentina- Argentina's 3,125 mile-long southeastern coastal zone is one of the world's richest, most productive temperate marine fishing grounds. Additionally, the continental shelf extends 125 miles into the ocean and plays an important role in the ecosystem. The Argentine Exclusive Economic Zone (EEZ) provides ideal conditions for the growth of the fisheries sector, a condition that was exploited on a larger scale beginning in 1991 with the opening of the economy and the liberalization of trade. The growth of export-oriented fisheries activities has taken place at an unprecedented rate, and in the past several years' fish products exports have largely surpassed traditional Argentine beef exports. In fact, Argentina's EEZ has been categorized as the world's fastest growing fishery. The rapid growth in this market provides opportunities for suppliers of a broad variety of shipbuilding equipment, e.g., engine room equipment, shipboard electronics, and fish finding and catching gear. (IMI 11/03)

Colombia- The Colombian Printing and Graphics Arts (PGA) industry experienced significant difficulties during the 1998-2001 period. However, during the last two years, according to figures published by the National Association of Graphic Arts Industries (ANDIGRAF), it has shown signs of recovery. Total imports of PGA products increased from US \$109 million in 2001 to US \$125 million in 2002. During 2001-2002, the United States accounted for the highest share of these imports (26 percent). The Colombian PGA industry is a good market for U.S. firms due to the importance of the PGA sector for the Colombian economy, the large number of firms in the industry, these firms' interest in keeping up-to-date with the technical developments in the sector, and the significant number of business executives that attend the most important international PGA events. There are also two very active associations (ANDIGRAF and FEIMPRESORES) that represent most of the firms in the sector and promote the technical modernization of the industry. (IMI 11/03)

Ecuador- The collapse of Ecuador's economy three years ago created a growing demand for used medical equipment by private doctors and small to medium sized private hospital and clinics. The total market for used medical equipment is estimated at USD 4.8 million for 2003. Industry experts

predict a market growth of three percent per year for 2004 and 2005. The greatest demand is for ventilators, respirators, monitors, anesthesia machines, lamps, and basic X-ray equipment. The best prospect for used equipment exports to Ecuador is imaging equipment. (ISA 10/03)

Guatemala-Guatemala is an excellent market for U.S. products, especially for food processing and packaging equipment and supplies. Guatemala's food processing and packaging machinery market is currently valued at US\$142.7 million. Guatemala's imports of food processing and packaging machinery amounted to US\$97.2 million in 2002. Even with an economic downturn, this industry is always growing. The average growth rate has been 15 percent for the last three years. (ISA 10/03)

Haiti- Despite the poor performance of the economy, the subsector of telecommunications has been showing strong signs of development since the beginning of 1999. Thanks to a dynamic private sector, the Internet has gotten off to a relatively good start. The rapid expansion of the market has been accompanied by a growing demand for diversified telecommunication services. The Haitian telecommunications sector is one of the best potential areas of investment for the future. Since Haiti does not manufacture any telecommunication equipment, American companies have played a major role in this expansion through their direct presence in the market or through joint ventures with Haitian companies. (ISA 11/03)

Mexico-The Secretaria de Energia (SE) has determined that electric power generation capacity in Mexico must increase by 27,360 mW by 2010, reflecting an average yearly growth of 6.3 percent. This will range from a low 3.5 percent to 8.2 percent. The regions expected to have the most growth are the Peninsular, with 8.2 percent; Baja California-North with 7.2 percent; the Western region with 6.9 percent, and the Northeast with 6.8 percent. U.S. firms active in the field of generation, transmission, or distribution of electricity should take note of Mexico's plans to increase generating capacity, offering many opportunities. This is an ideal time to create a presence in Mexico's energy market. (IMI 11/03)

International Marketing Insights (IMI) and Industry Sector Analysis (ISA) are short profiles of specific market conditions or opportunities prepared in overseas markets and multi-development banks. For complete reports, contact the nearest Commercial Service office.

Trade Events

EXPO HOTEL

In its eighth-year, Expo Hotel is the largest International Hotel and Restaurant Industry Show in Mexico and will take place in the Convention Center of Cancun from 9-11 June 2004. This mega event is organized in one of the most important tourist destinations in Mexico and is the most prestigious event in Cancun. The show is comprised of the following sub sectors: food & beverages, decoration & interior designing, main equipment for kitchens and bars, electronics, financial institutions, bottlers, seasoners and spices, kitchen furniture and equipment, cookware, refrigeration, furniture, architects & contractors, audio, video and lighting, computer systems & equipment, telecommunications, maintenance, cleaning products, and uniforms, among others. There will be a total of 300 booths with 495 companies and the show is expected to receive around 5,000 attendees. The majority of attendees are decision makers in the hotel and restaurant industry in Mexico. For more information, please contact:

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THE GLOBAL PETROLEUM SHOW, June 8-10 2004, offers an excellent and cost effective opportunity for American companies to enter or expand their presence in the Canadian market. The "world's largest oil and gas show" will occur in Calgary, Alberta, Canada. Held in conjunction with the Canadian International Petroleum Conference, the event showcases world-class technology in the fields of oil and natural gas exploration, production and transportation. Approximately 50,000 visitors from 88 countries will attend. The show covers half a million square feet of exhibit space housing over 1,400 petroleum companies. For more information, please contact:

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EXPOISBRAM

The next Exposibram, the 11th Brazilian Mining Fair, will be held September 20 to 23, 2005 in Belo Horizonte. This is the most important event of the mining sector in Brazil, and takes place every two years in Belo Horizonte. The two previous editions of this event have drawn more than 15,000 business visitors from all over Brazil, and exhibit space was sold out almost a year in advance. Exposibram is sponsored by the Brazilian Mining Institute (IBRAM) and many local mining companies. Besides the trade show, it also features many technical seminars. For more information, please contact:

Exposibram's website: www.ibram.org.br.

To register and reserve space: repevent@gold.com.br

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FTAA Update

The Eighth Ministerial Meeting of the Free Trade Area of the Americas was held in Miami from November 20-21, 2003 in order to provide guidance for the final phase of the FTAA negotiations. As their vision:

"We, the Ministers, reaffirm their commitment to the successful conclusion of the FTAA negotiations by January 2005, with the ultimate goal of achieving an area of free trade and regional integration. The Ministers reaffirm their commitment to a comprehensive and balanced FTAA that will most effectively foster economic growth, the reduction of poverty, development, and integration through trade liberalization. Ministers also recognize the need for flexibility to take into account the needs and sensitivities of all FTAA partners. We are mindful that negotiations must aim at a balanced agreement that addresses the issue of differences in the levels of development and size of economies of the hemisphere, through various provisions and mechanisms. Taking into account and acknowledging existing mandates, Ministers recognize that countries may assume different levels of commitments. We will seek to develop a common and balanced set of rights and obligations applicable to all countries. In addition, negotiations should allow for countries that so choose, within the FTAA, to agree to additional obligations and benefits. One possible course of action would be for these countries to conduct plurilateral negotiations within the FTAA to define the obligations in the respective individual areas. We fully expect that this endeavor will result in an appropriate balance of rights and obligations where countries reap the benefits of their respective commitments."

For complete information see http://www.ftaa-alca.org/Ministerials/Miami/declaration_e.asp or www.ustr.gov

Useful Websites

As part of the Trade Development Division of the International Trade Administration, the Advocacy Center acts as a unique central coordinating point marshalling the resources of 19 U.S. government agencies in the Trade Promotion Coordinating Committee to ensure that sales of U.S. products and services have the best possible chance abroad.

<http://www.ita.doc.gov/td/advocacy/>

Global Tower provides links to websites that specialize in information about a country's economy, news, and travel, among many other subjects.

<http://www.globaltower.com>

World News Connection (WNC) is an online news service that offers an extensive array of translated and English-language news and information. Compiled from thousands of non-U.S. media sources, the information in WNC covers significant socioeconomic, political, scientific, technical, and environmental issues and events.

<http://wnc.fedworld.gov>

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